

# 2024 SPONSORSHIP PACKET



**SATURDAY, JULY 13, 2024**

All proceeds benefit the Clinton River Watershed Council



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## **A B O U T   T H E   E V E N T**

Now celebrating its 13th anniversary, Sprint and Splash is a fundraising event with the unique purpose of promoting and celebrating Lake St. Clair. The event offers a great opportunity for community members to stay active and experience some of Macomb County's beautiful natural assets. Held at Lake St. Clair Metropark, Sprint and Splash features a variety of competitive events.

# RACE INSIGHTS



## EVENTS INCLUDE:

- **5K Run or Walk**
- **Duathlon: 5K Run + 2-Mile Paddle - Kayak or Stand Up Paddleboard (SUP)**
- **2-Mile Paddle: Kayak or SUP**

The first race begins at 9 a.m., with the event typically concluding no later than 1:00 p.m. Additional details will be provided closer to the event date.

The primary benefactor of the event will be the Clinton River Watershed Council, whose mission is to protect, enhance and celebrate the Clinton River, its watershed, and Lake St. Clair.

## EVENT REACH

- Average of 500 participants & volunteers each year
- Raised over \$90,000 since 2012
- Nearly 1,600 Facebook followers
- Over 5,400 new website users in 2023

Sponsoring this event provides support for organizations that are working to enhance regional recreational assets while also striving to protect and restore Lake St. Clair, the Clinton River, and the surrounding natural areas.





**SPONSORSHIP  
OPPORTUNITIES**

RUN • KAYAK • SUP

Henry Ford  
HEALTH SYSTEM

HENRY FORD  
MACOMB HOSPITAL  
PRESENTS



LAKE ST. CLAIR METROPARK



# METROPARK PRO \$5,000

Exclusive opportunity for one sponsor



## WHAT'S INCLUDED

- Premier full-color logo prominently placed on all promotional materials and press releases with the phrase "Sprint and Splash presented by..."
- Prominent full-color logo showcased at the finish line and on directional signage throughout the park
- Exclusive full-color logo feature on race bibs worn by each competitor
- The opportunity to include promotional items in SWAG bags provided to participants and volunteers
- A linked logo highlighted on [SprintandSplash.com](http://SprintandSplash.com)
- Recognition as the presenting sponsor as part of a comprehensive social media campaign, including Facebook advertising, and blog posts on [MakeMacombYourHome.com](http://MakeMacombYourHome.com)
- Ten complimentary race entries





## MEDAL MASTER \$2,000

Exclusive opportunity for one sponsor



### WHAT'S INCLUDED

- Premier full-color logo exposure on the finisher gifts that each of the estimated 200 participants will receive at the conclusion of the race
- The opportunity to include promotional items in SWAG bags provided to participants and volunteers
- A linked logo on [SprintandSplash.com](https://SprintandSplash.com)
- Recognition as a sponsor on social media and via blog posts on [MakeMacombYourHome.com](https://MakeMacombYourHome.com)
- Six complimentary race entries



## RACE DAY SHIRT \$1,750

Exclusive opportunity for one sponsor



### WHAT'S INCLUDED

- Premier logo exposure on the official race shirts, provided to all participants and volunteers
- The opportunity to include promotional items in the SWAG bags provided to participants and volunteers
- A linked logo on [SprintandSplash.com](https://SprintandSplash.com)
- Recognition as a sponsor on social media and via blog posts on [MakeMacombYourHome.com](https://MakeMacombYourHome.com)
- Six complimentary race entries



## SWAG SKIPPER \$1,500

Exclusive opportunity for one sponsor



### WHAT'S INCLUDED

- Premier logo exposure on the swag provided to participants entering any of the events
- The opportunity to include provide swag to participants and volunteers. Past items are dry bags, pint glasses, tote bags.
- A linked logo on [SprintandSplash.com](https://www.sprintandsplash.com)
- Recognition as a sponsor on social media and via blog posts on [MakeMacombYourHome.com](https://www.makemacombyourhome.com)
- Six complimentary race entries



## MILE MAVEN \$1,000

Exclusive opportunity for one sponsor

### WHAT'S INCLUDED

- Prominent placement of a full-color logo on all race route signage
- The opportunity to include promotional items in SWAG bags provided to participants and volunteers
- A linked logo on SprintandSplash.com
- Recognition as a sponsor on social media and via blog posts on MakeMaconbYourHome.com
- Four complimentary race entries





## CHANNEL CHAMPION \$750

Maximum 3 sponsors



## WHAT'S INCLUDED

- Premier full-color logo featured throughout a tent that will be visible to all participants and volunteers as they pick up post-race food and beverages
- The opportunity to include promotional items in SWAG bags provided to participants and volunteers
- A linked logo on [www.SprintandSplash.com](http://www.SprintandSplash.com)
- Recognition as a sponsor on social media and via blog posts on [MakeMacombYourHome.com](http://MakeMacombYourHome.com)
- Two complimentary race entries



# 2024 SPRINT AND SPLASH SPONSORSHIP FORM

Please indicate your desired sponsorship level

**METROPARK PRO \$5,000**

**SWAG SKIPPER \$1,500**

**MEDAL MASTER \$2,000**

~~**MILE MAVEN \$1,000**~~ **FILLED**

**RACE DAY SHIRT \$1,750**

**CHANNEL CHAMPION \$750**



Don't see a sponsorship option that quite fits your needs? Customized sponsorship packages are available. For more info, contact Amanda Minaudo at [Amanda.Minaudo@macombgov.org](mailto:Amanda.Minaudo@macombgov.org) or Rachel Dearing at [Rachel.Dearing@macombgov.org](mailto:Rachel.Dearing@macombgov.org).

**Sponsorships can be secured by filling out the online form**

**Online:**

Please **complete the form** and an invoice will be emailed to you shortly.

**Via mail:**

Please complete the form below and submit it along with a check to the contact and address provided below.

Company \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

To ensure proper tagging in social media posts, please provide your preferred handles for:

Facebook \_\_\_\_\_ LinkedIn \_\_\_\_\_ Twitter \_\_\_\_\_

Signature \_\_\_\_\_

**Please make checks payable to: The County of Macomb**

**Please mail to: Rachel Dearing, 1 South Main Street, 7th Floor, Mt. Clemens, MI 48043**

In signing this entry form, I assume all responsibility and agree to waive any responsibility of the County of Macomb, the Huron-Clinton Metropolitan Authority, the Clinton River Watershed Council, and all participants of Sprint and Splash at Lake St. Clair for any damage occurred during said event.

## LOGO REQUIREMENTS

In order to ensure the highest display quality of your company logo, please supply a file that is a vector format only (Adobe Illustrator .ai, .eps or .pdf).

Please supply a full color version of your logo and a black and white version. Fonts must be converted to outlines.

All logos are required by June 1, 2023. Please email your logo to [Rachel.Dearing@macombgov.org](mailto:Rachel.Dearing@macombgov.org).



# VOLUNTEER OPPORTUNITIES

Are you looking for team building opportunities or additional ways to give back to your community? Sprint and Splash at Lake St. Clair has a variety of volunteer opportunities available for those who don't want to compete, but still want to get involved!

Volunteers are needed on race day from approximately 7:30 AM until 11:30 AM and will receive a shirt, swag bag and complimentary breakfast for their service! For more information or to sign up to volunteer, please email [Amanda.Minaudo@macombgov.org](mailto:Amanda.Minaudo@macombgov.org)